

REMARKS

Claims 1-29 are pending. Claims 1, 24 and 29 are independent.

The examiner uses Hosea to reject claims 1-5, 7-8, 17, 18 and 24-28 as having been anticipated.

Claims 1 and 24 recite "inferring a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content," or similar language. Hosea neither describes nor suggests at least this quoted feature.

The examiner argues that Hosea discloses this quoted feature at paragraphs 0045 and 0052, reproduced below for the convenience of the examiner:

[0045] After receiving a personalization request from the request generation component 122, the Web page personalization component 124 preferably obtains the associated user profile, HTML file and HTML file profile. The HTML file profiler may be located at the proxy server 114, or may be remotely located, for example, at master server 116. An HTML file may be obtained and profiled in advance, and the original file and the profile may be cached for access by the proxy server in an HTML file profile database 127, or may be dynamically profiled at the time an HTTP request for that HTML file is received from the client. Profiles may be generated by a combination of automated and manual profiling (e.g., by specific instructions supplied by the Web content provider). It is contemplated that an HTML file and its profile may be merged into one combined profiled version of the HTML file rather than maintained as two separate files. If the HTML file is not cached in advance, the proxy server 114 requests the Web page, obtains the HTML file and obtains the profile. If the HTML file is cached for use by the proxy server 114, the proxy server 114 preferably confirms that the cached file (and associated profile) is up-to-date and also transmits the HTTP request to the Web server 118 that originally served the page or maintains a record of the HTTP request so that the Web content provider can accurately register the number of hits to the page.

[0052] The inventive system may also be combined with explicit preference selection by a user to enhance the automatic profiling. The present invention may be combined with selective delivery of advertising and other material as described in the '755 application. Although the inventive system has been described primarily with reference to an Internet-based network environment, the inventive system could also be implemented in a local-area network environment, for example. Also, while particular data structures, information storage and software distribution schemes have been described, any suitable scheme may be used. While the present invention has been illustrated and described with reference to preferred embodiments thereof, it will be apparent to those skilled in the art that modifications can be made and the invention can be practiced in other environments without departing from the spirit and scope of the invention, set forth in the accompanying claims.

As seen above, no where does Hosea infer a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content. Quite to the contrary, as applicant clearly pointed out in a previous reply, Hosea infers a profile from a requesting user:

[0034] As discussed above, the inventive system is a method and system for dynamically personalizing published Web pages available on Web servers on the Internet for delivery to requesting users of the Web. The inventive system tailors the content of published Web pages in accordance with a profile of the requesting user at the time the request is made and delivers a personalized HTML file to the user. Preferably, the inventive system incorporates a proxy server component 114 linked to the ISP POP server 112 that handles the personalization function. In the inventive system, a proxy server 114 fulfills user HTTP requests with Web pages personalized to the requesting users' profiles, when appropriate. Generally, the proxy server 114 monitors HTTP requests made by users, retrieves the requested Web pages, modifies the Web pages in accordance with a profile of the requesting user, and provides the modified Web pages to the users through the POP server 112. Also, as will also be discussed in detail below, the inventive system may further include a master server 116 linked to the proxy server 114 and the ISP POP server 112 through the Internet 120. The master server 116 handles administration and synchronization functions. The system software is preferably distributed over the network 100 at the ISP POP server 112, the proxy server 114, and the master server 116 as will be discussed below. The network environment may further include, for example, other components and system software for profiling (not shown herein) as discussed in the '755 application. (Hosea, paragraph 0034, emphasis added)

Hosea does disclose a personalization component, but this too re-emphasizes that Hosea infers a profile from a requesting user:

[0041] The personalization component 124 uses the user profile and a profile of the HTML file to edit the HTML file for the Web page. When the request generation component 122 generates an HTTP request that is eligible for personalization and associated with a user ID, the Web page personalization component 124 accesses the user profile and a profile of the HTML file for the requested Web page, analyzes the data to match the Web page content to user preferences, and produces a modified version of the HTML file for the Web page, personalized in accordance with the user profile. The proxy server 114 preferably obtains the profile from a local user profile database 128. Each user profile may contain, for example, demographic and psychographic data. For example, a user profile may take the following form:

1 User ID Sports Finance Movies Music TV . . . Health Gardenin g 1 10.0 21.1 0.0 9.4 0.0 . . .
50.0 85.0 (.82) (.75) (.62) (1.00) (.84) (1.00) (.77) (Hosea, paragraph 0041)

For a reference to anticipate a claim, each element and limitation of the claim must be found in the reference. Hoover Group, Inc. v. Custom Metalcraft, Inc., 66 F.3d 299, 302 (Fed. Cir. 1995). Hosea neither describes nor suggests inferring a profile from the scanned content, the

profile comprising a format of the scanned content and topical characteristics of the scanned content. Accordingly, claims 1 and 24 are not anticipated by Hosea.

The examiner uses Hosea in combination with ordinary knowledge in the art to reject claims 6 and 19-21 as having been obvious.

Applicant canceled claim 6.

Claim 1 is not rendered obvious by Hosea in combination with ordinary skill in the art. As discussed above, Hosea fails to teach or suggest inferring a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content, and there is nothing to suggest or motivate one skilled in this art, given Hosea, to provide this feature. Claims 19-21 depend upon, and further limit, claim 1. Accordingly, claims 19-21 are not rendered obvious by Hosea in combination with ordinary skill in the art.

The examiner uses Hosea in combination with Massena to reject claims 9-11 and 13-16 as having been obvious.

Claim 1 is not rendered obvious by Hosea and Massena. Hosea was discussed above. Massena teaches "generating HTML script and Active Server Page (ASP) code that is inserted into an ASP page." (Massena, col. 3, lines 28-30) Massena fails to teach or suggest inferring a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content. Claims 9-11 and 13-16 depend upon, and further limit, claim 1. Accordingly, claims 9-11 and 13-16 are not rendered obvious by Hosea and Massena.

The examiner uses Hosea and Muthuswamy to reject claim 12 as having been obvious.

Claim 1 is not rendered obvious by Hosea and Muthuswamy. Claim 1 was discussed above. Muthuswamy teaches a web-browsing architecture that effectively combines the static and dynamic content of HTML files to achieve highly efficient web page downloads during web browsing. Muthuswamy fails to teach or suggest inferring a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content. Claim 12 depends upon, and further limits, claim 1. Accordingly, claim 12 not rendered obvious by Hosea and Muthuswamy.

The examiner uses Hosea and Freedman to reject claims 22, 23 and 29 as having been obvious.

Claims 1 and 24 are not rendered obvious by Hosea and Freedman. Claims 22, 23 and 29 depend upon, and further limit, claims 1 and 24. Accordingly, claims 22, 23 and 29 are not rendered obvious by Hosea and Freedman.

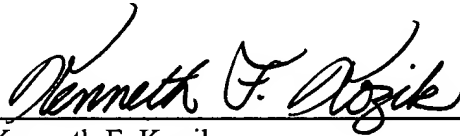
It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Please apply any charges or credits to deposit account 06-1050.

Respectfully submitted,

Date:

May 24, 2005



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